



Best Buy

Final Book

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Executive Summary

CreaTech has been selected by Sam Heitke, the Manager of Brand Advertising at Best Buy, to develop a new business presentation for an exciting assignment. The Best Buy team has identified the need to evolve marketing efforts to reach Generation Z, and that is where CreaTech comes in! Best Buy wants an agency to develop an integrated marketing communications campaign that will reach the Gen Z audience. Marketing towards Gen Z is the future of the company and Best Buy needs a strong campaign to make this happen for the 2020 Back to School time period.

Throughout this e-book, you will find CreaTech's campaign for Gen Z consumers. There is strategy and reason behind all of what is in this book. With the help of this campaign, Best Buy will be able to reach their communications goals of reaching Gen Z. CreaTech has conducted research and surveys to better understand this target market and we are able to balance the latest marketing tactics of 2020 with effective, well thought out communication strategies for innovative products.

The assignment:

- Develop an integrated marketing communications recommendation for this challenge.
- Present your plan in a 25 minute presentation to Best Buy and 10 minutes for Q & A.

Four Key Components of the Assignment:

1. Identify a Gen Z influencer that is an authentic fit for the Best Buy Brand.
2. Determine the type of product/merchandise that the influencer and BBY can co-create for limited, exclusive release only at BBY.
3. Develop an integrated marketing communications campaign leveraging paid, owned, and earned tactics to build off influencer reach.
4. Consider Back to School timing for a limited-release launch (July-September).

CreaTech Profile



Agency Philosophy

We are CreaTech Advertising Agency, a full-service advertising agency with an emphasis on the tech industry. We have over 15 years of experience in bringing brands to life with nimble strategy and an informed, innovative vision. Located in the creative epicenter of Minneapolis and inspired by residence in the humble state of Minnesota, we are agile to execute projects of any scale, yet small enough to take pride in any job.

How did we choose the name CreaTech?

CreaTech is all about the intersection of **creativity and technology**. We want a large emphasis on “create” which can be found within our name. All Team members have expressed their passions for all things creative throughout strategic communications and therefore we wanted to find a way to include that within our agency name.

Team Member Profiles

Gabbi Brakemeier

Creative Director

Gabbi is a graduate from the University of Minnesota with a double major in Strategic Communications and Political Science. Gabbi loves to stay creative and has found a lot of interest in brand design and image. A strong suite of hers is staying on top of her work and being a leader. Throughout Gabbi's time at CreaTech, she has found that her skills in creative and design have excelled. She has loved working on creating a new brand image for Best Buy among their Generation Z consumers.



Rachel Perlin

Public Relations Director

Rachel is a graduate from the University of Minnesota with majors in Strategic Communication and Psychology and a minor in Creative Writing. Rachel is passionate about creating strategic messaging that sparks conversations and strengthens relationships, and has had a passion for storytelling from an early age. Throughout her education and time at CreaTech, Rachel has cultivated skills in social media development, strategy, and professional writing. She hopes to aid organizations in building strong media partnerships and establishing a unique and authentic brand voice.



Jasmin Chou

Account Manager

Jasmin is a graduate of the University of Minnesota with a major in Strategic Communications and a minor in Digital Media Studies at the Hubbard School of Journalism. Jasmin is intellectually stimulated by the opportunity to map out “the big picture” so as to reach clients’ goals. She is driven by the energy that goes into fostering meaningful relationships and seeing clients thrive in their unique ways thereafter.



Drue McLean

Copywriter

Drue is graduating from the University of Minnesota’s Hubbard School of Journalism & Mass Communication in May 2020. She approaches marketing with a data-driven mindset and values authenticity in her work. She has over three years of agency experience and loves tackling the challenges of a constantly changing industry and work environment.

Nick Jungheim

Chief Editor

Nick is a May 2020 graduate of the University of Minnesota’s Hubbard School of Journalism and Mass Communication with minors in Communication Studies and Spanish. With experience writing in a variety of forms, including marketing communications, journalism, and creative work, he approaches each project with a



passion for bringing ideas to life with language. From the biggest ideas to the smallest details, Nick is driven to find the right words for every situation.

Company Background

Summary

Founded in Minnesota, Best Buy was established in 1966 under the name Sound of Music and originally specialized in high quality stereos. The name changed to Best Buy in 1983, when it also expanded its product scope to sell a variety of technology-related items. Best Buy has grown astronomically over the past half century, operating in the United States, Canada and Mexico with 125,000 employees. The company continues to be successful and generated nearly \$43 billion in global revenue in 2019, according to Forbes (2019).

Product Categories	
<ul style="list-style-type: none">● Appliances● Home Electronics● Personal Health & Fitness Products● Sustainable Living Technology	<ul style="list-style-type: none">● Wearable Technology● Car Electronics & GPS● Home Security & WiFi● Home, Furniture and Office (e.g. smart luggage)

Company Values

Best Buy has been ranked highly for its company culture and commitment to social responsibility. It has been particularly successful in sustainability—a unique accomplishment for a technology retailer. The company has an impressive list of awards and recognition from several independent organizations. These are a few of the awards Best Buy received in 2019 alone:

- Number one position on *Barron's* Most Sustainable Companies list in 2019
- One of only two U.S. retailers to earn a spot on *Ethisphere's* World's Most Ethical Companies report
- Achieved a perfect score of 100 from the Human Rights Campaign – Best Places to Work for LGBTQ Equality, earning a place on the list for the 14th year
- Awarded the ENERGY STAR® Partner of the Year for the 6th year in a row

Why Best Buy Needs Gen Z Buyers

Generation Z is the upcoming generation of shoppers. Having been born into a world of technology, they are intuitive users of technology and a natural fit for Best Buy's products. Most of Generation Z has yet to enter their careers and the generation's market share will only continue to grow. As competitors continue to rise in the online marketplace, Best Buy needs to find a way to captivate its younger audience both online and in its brick and mortar stores.

Campaign Objectives

1. Reinforce Best Buy's position as the nation's premier technology retailer.

No one else provides comprehensive expertise on technology on such a broad scale. We need to show Generation Z consumers that Best Buy is the technology retailer meant for them.

2. Improve promotion of Best Buy's existing sustainability efforts.

Gen Z consumers want a retailer that aligns with their social values. By promoting the already in place sustainability program, Best Buy can show Gen Z that they are the right technology retailer for them.

3. Promote Best Buy's corporate responsibility and values.

No other technology company/retailer has adopted socio-environmental causes as a central component of its marketing efforts. Best Buy's values, such as "unleash the power of our people, learn from challenge and change, show respect, humility, integrity, have fun while being the best," is often hidden and not promoted. Gen Z cares about a company's values and it will drive purchasing decisions.

4. Partner with influencers to reach our target audience

Gen Z looks to influencers for everything from entertainment to inspiration and advice.

Situation Analysis

Consumer Analysis (secondary research)

We conducted rigorous secondary research to better understand the Gen Z audience and inform our primary research. Using reputable sources such as Simmons and Mintel, we compiled demographic and psychographic data to paint a picture of Best Buy's target audience and its current habits.

Demographics

Demographics are important to our research because they lay the basic foundation of our audience's life stage. Age and education are two key factors in marketing because they serve as a backdrop to psychographics and help to inform messages based on the most likely media habits.

Age

Few shoppers ages 18 to 24 have visited Best Buy in the past three months. This indicates an opportunity for improvement in reaching Gen Z.

- There is a large increase of technology sales in the months leading up to school for Gen Z.

- Minimal reach by Best Buy of 18-24 year olds shopping in the last three months (Simmons Index: 94).
 - This audience does a lot of their shopping online.

Education

Most of Gen Z has not yet graduated college. The majority of Gen Z's education includes high school or some college. This is valuable information because we can use education to make inferences on the audience's career path and how far along they are in their careers.

- Highest level of education completed ages 18-24: Attended college 1-3 years (Simmons Index: 140)
- A high amount of full-time college students have reported shopping at Best Buy over the past 3 months (Simmons Index: 121)

Psychographics (Simmons, Mintel)

Psychographics are essential to understand the target audience because they offer insight into how the audience thinks and behaves. These insights are invaluable in helping us understand Generation Z's purchasing process and patterns.

Issues and Values Driven

Generation Z cares deeply about **social and environmental issues**. With icons like Greta Thunberg and Emma Gonzalez pioneering the fights for solutions to some of the world's most pressing issues, Generation Z has already taken on the role of **cleaning up after previous generations**. This audience is tired of the passive approach. It wants to see older adults and brands wake up to the reality of Gen Z's future and **take a stand** for what is right.

- 59% of internet users 18-24 say they care if brands represent their values (Mintel, 2019).
- "Treating employees fairly" was ranked the number one way for brands to represent Gen Z values (58%), followed by environmentally-friendly practices

(42%) (Intel, 2019).

- Budac (2014) specified that Gen Z consumers consider environmental impact and carbon footprint of products.

Tech Savvy

Generation Z was born into a world of technology. This audience understands devices and software **intuitively** and values being up-to-date with the latest devices, social media and software. For Gen Z, technology is **more than an interest or hobby**—it’s the primary way to build community and stay connected with peers. It’s all they’ve ever known and a **core element of their being**.

- Ages 18-24: “I’m always the first among my friends to have the latest electronic equipment” (Simmons Index: 202)
- One study found 18-24 year olds’ primary reason for buying electronics is to upgrade. (Intel, 2019)

Social Media Connoisseurs

Gen Z feels **at home on social media** and looks to it for the latest trends. In this audience, trends go beyond fashion—they shape **humor, technology**, and social media itself. Social media ultimately affects buying behavior as hot product categories ebb and flow.

- One study found that 62% of Gen Zers feel more comfortable expressing their true selves online, rather than in person (Intel, 2019).
- Ages 18-24: “I trust product information that I get from social media/networking websites more than other sources” (Simmons Index: 197)
- A survey conducted by CampaignMonitor (2019) showed Gen Z prefers to hear from brands via social media most, followed closely by email.

Idolizers

In tandem with Gen Z's love for social media comes the generation's tendency to find **authority in peers and influencers**, especially online. This audience looks to others to determine what to wear, how to act, and what to buy.

- One study found Gen Z is more likely to say they trust social media and influencers when they are looking for answers (Simmons Index: 197)
- Ages 18-24 were found to agree with the statement "I love to keep up with celebrity news and gossip" (Simmons Index: 151)

Primary Research

Provide findings of your primary research (questionnaire in the appendix)

Methods

We believe that in order to perform proper consumer research, we must do more to get to know the consumers themselves. Informed by our secondary research, we conducted two elements to compose our primary research base that would serve to solidify and fine-tune our knowledge of the target market. The first element was distributing a comprehensive, 15-question consumer survey using Google Forms. The second element was conducting a series of informal, in-person interviews. Both elements were tactfully distributed to persons within our identified target audience of those between the ages of 17-24 years old.

Results

As a result of our consumer feedback survey, we gathered a total of 157 unique responses from those within the parameters of our target demographic of 17-24 year olds who have educational experience (CreaTech, 2020).

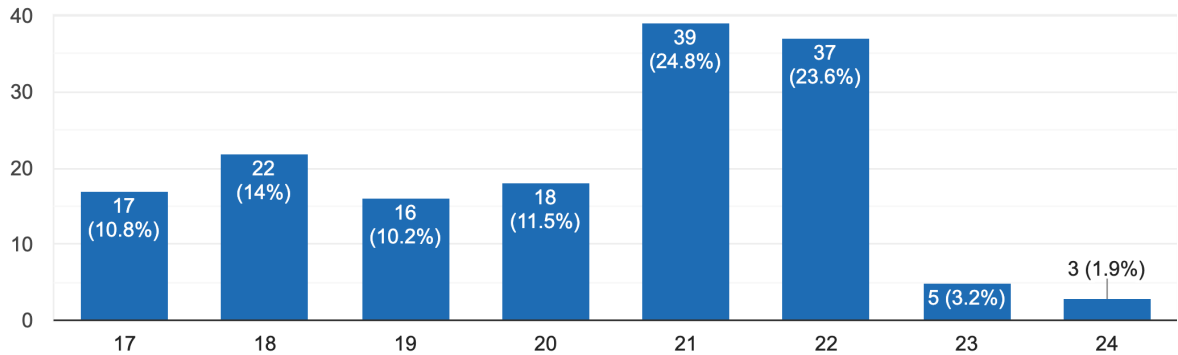


Table 1: *Consumer Survey for CreaTech* - Responses to the survey question “What is your age?”. CreaTech, 2020.

The data showed that 46.5% respondents fell within the ages of 21 and 22, while nearly the other half of respondents fell between the ages of 17 to 20.

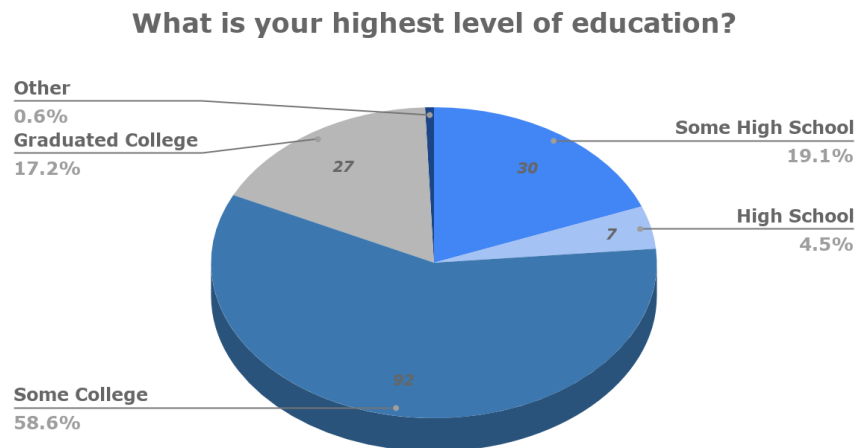


Table 2: *Consumer Survey for CreaTech* - Responses to the survey question “What is your highest level of education?”. CreaTech, 2020.

According to our data, the majority of respondents (58.6%) had some college experience. Some educational experience, college or solely high school, is valuable for the purposes of our research and back-to-school campaign development. With such data, we are able to be considerate of the plethora of interests, values, and purchasing behavior styles that are based on their unique consumer journeys as

current students or former students who either wield or have access to substantial purchasing power.

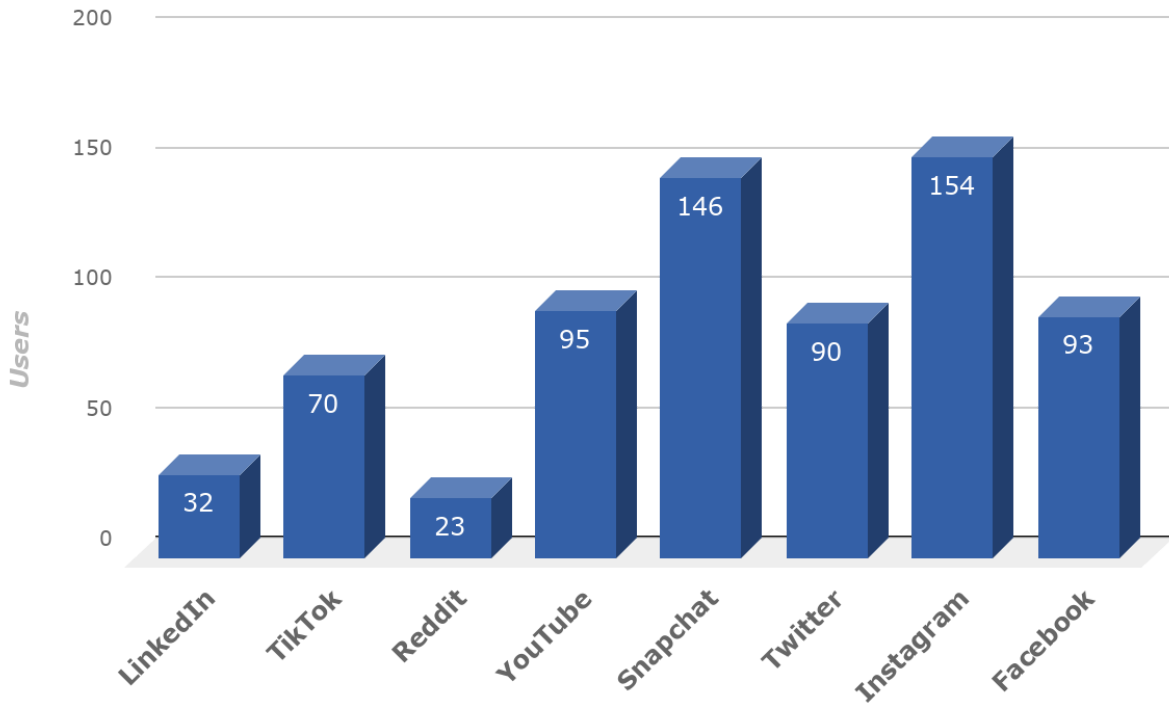


Table 3: *Consumer Survey for CreaTech* - Response to question “What social media platform do you use on a daily basis?” CreaTech, 2020

According to our survey results, over 99% of respondents used social media platforms on a daily basis. Of all social media platforms, Instagram and Snapchat were the two most popular with 98.1% and 93.0% of respondents saying they used the platforms daily. With these two platforms representing a significant majority of responses, it informed our media plan and creative work, as we plan to reach out to our target audience through these media.

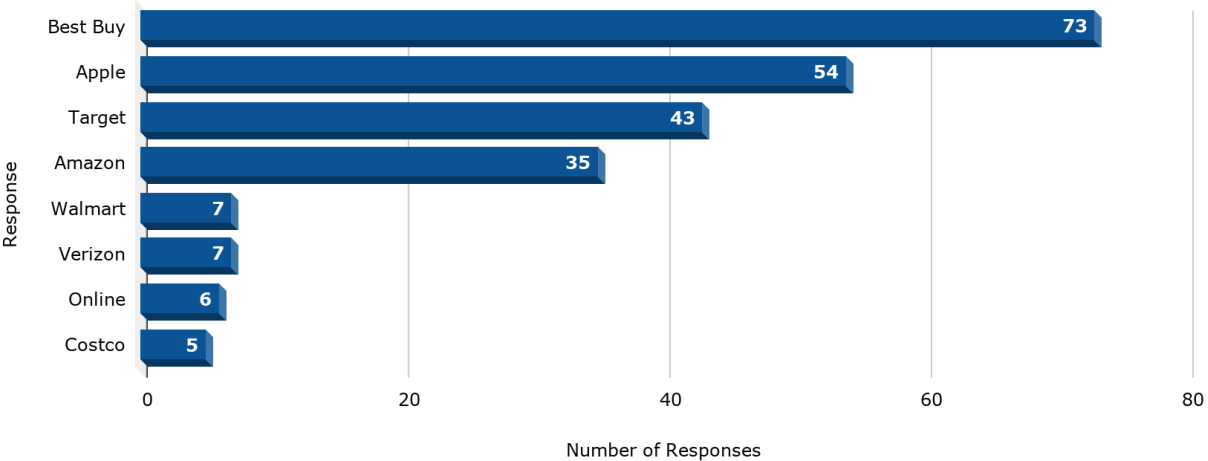


Table 4: *Consumer Survey for CreaTech* - Response to question “Where do you shop for technology and appliances?” CreaTech, 2020

Among retailers, Best Buy remains a top-of-mind choice among Gen Z consumers. It was the most common response among those who took our survey when asked where they shop for technology and appliances.

Last Best Buy Visit

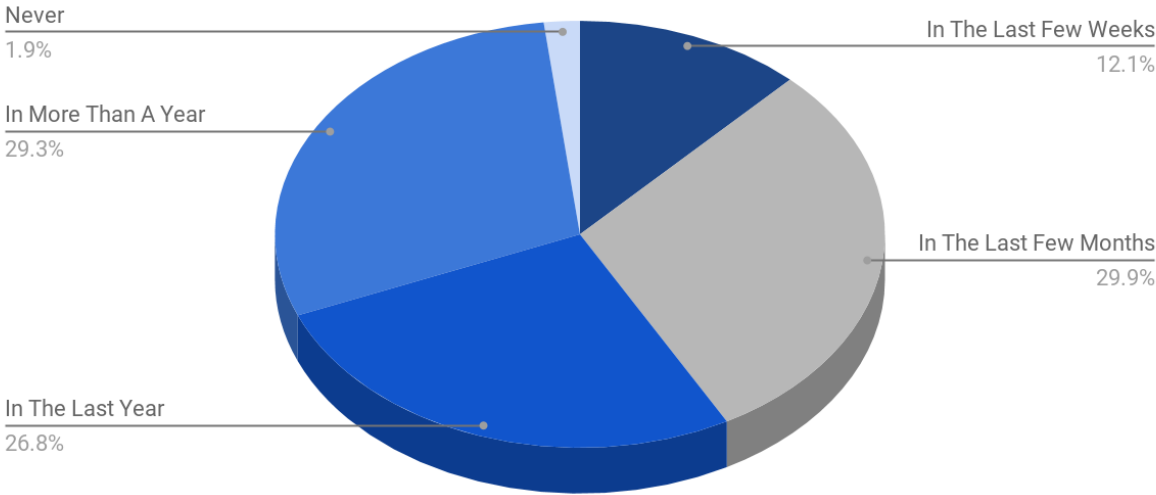


Table 5: *Consumer Survey for CreaTech* - Response to question “When was the last time you shopped at Best Buy?” CreaTech, 2020

From this data, we can gather that a strong majority (68.8%) of respondents have visited Best Buy within the past year. However, a smaller percentage (42%) have visited a Best Buy store location within the past few months. Furthermore, although nearly all respondents had shopped at Best Buy at some point, a significant amount (29.3%) had not done so in the last year. Therefore, we can conclude that even though Gen Z consumers are aware of Best Buy, many do not visit regularly.

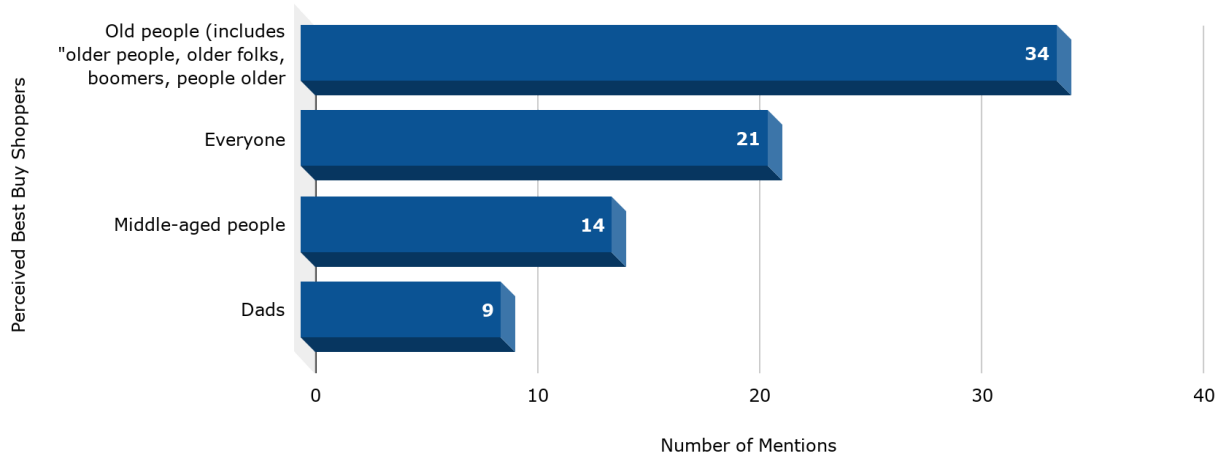


Table 6: *Consumer Survey for CreaTech* - Response to question “Who do you think shops at Best Buy?”
CreaTech, 2020

This question provides a glimpse into the preconceived notions our target audience holds towards Best Buy. Listed are the most common responses. While some feel Best Buy is a brand for everybody, more common responses say it is primarily for an older demographic. From this, we know our advertising must challenge these assumptions and connect to Gen Z by showing how Best Buy shares their values.

What social causes do you actively support the most and influence your purchasing behavior?
Choose your top three.

157 responses

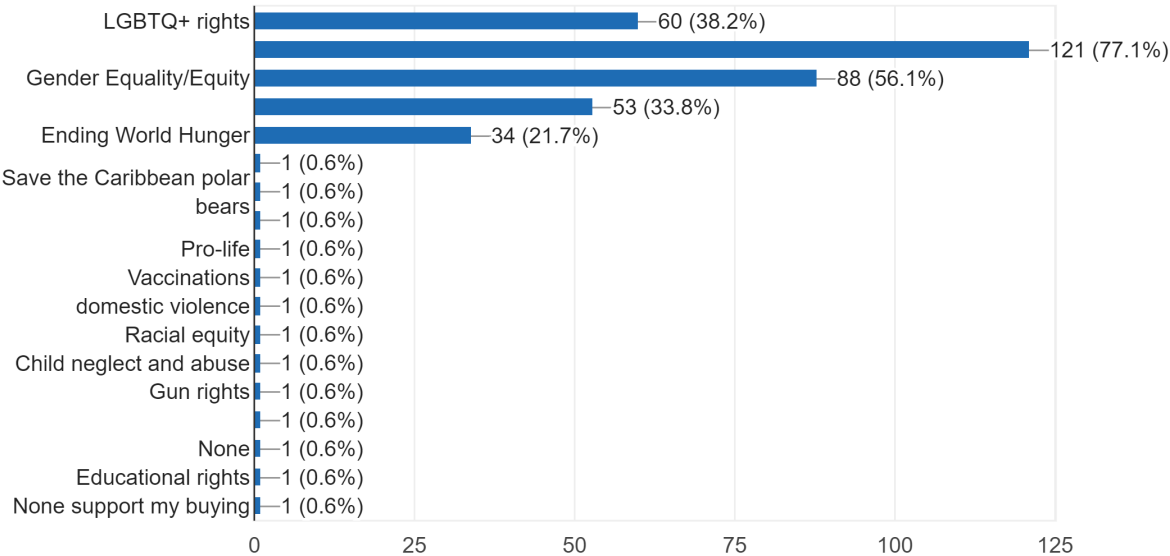


Table 7: Consumer Survey for CreaTech - Response to question “What social causes do you actively support the most and influence your purchasing behavior?” CreaTech, 2020

As a value-driven demographic, Gen Z is prone to take social causes into account when making purchasing decisions. This graphic shows the most common responses among survey takers regarding which causes they value most. The most popular response at 77.1% was Environmental/Climate Change/Sustainability issues. This aligns nicely with Best Buy's values, as the company is a leader in sustainability.

Small Focus Groups

As a part of our primary research, we held small focus groups with a number of individuals who met the criteria of our target demographic. From their answers we managed to uncover a number of insights. Featured are selected answers that conveyed common sentiments of respondents and helped shape our strategic thinking.

Question: *Where do you shop for tech products and why?*

Quote: “When I am shopping for anything tech, I usually shop at Best Buy or the Apple Store. I have a Best Buy by my house so it is usually out of convenience” - Maddie Reutzle, 20-year-old college student.



Takeaway: Best Buy remains a brand Gen Z commonly associates with technology retail. For those with the ability to shop there conveniently, Best Buy is a viable option.

Question: *What range of products do you think Best Buy sells?*

Quote: “Electronics are the only things that come to mind.” - Noah Royer, 22-year-old current college student.



Takeaway: Best Buy is known for its range of tech products first and foremost. Work can be done to promote how the brand can add value to consumers. Our communication can promote how shopping at Best Buy can give consumers an experience they can't find elsewhere.

Question: *What do you think is stopping younger people from shopping at Best Buy?*

Quote: “It’s definitely the convenience of Amazon. Especially with the younger generation. If it’s easier to get your house, they will pick it. Usually you can get a better price and see more of what’s available.” - Eliza Martin, 22-year-old college graduate.



Quote: “Cars. For college kids, it’s actually work and it takes mental effort to go to Best Buy. It’s not easy enough to go to Best Buy if you don’t have a car.” - Josh Dikken, 22-year-old college graduate.



Takeaway: Gen Z is accustomed to a convenient, online shopping experience. For them, going into a brick and mortar retail location can be difficult. They may not have the means of transport to shop for large electronics, so delivery is a common option.

Question: *Why do you watch/follow influencers?*

Quote: “Honestly, I watch YouTube videos a lot with influencers and I find them relatable in a way... something about them is just interesting.” - Maddie Reutzle, 20-year-old current college student.



Quote: “If they have a good sense of humor. Usually I tend to follow more based on the video topic rather than the actual person.” - Katie Alpeter, 21-year old current college student



Takeaway: Among Gen Z, individuals follow a variety of influencers depending on personal interest. Although attitudes toward influencers vary individual to individual, in general influencers serve as a relatable voice for consumers to connect with. They can give a brand’s attitude a more relatable feeling.

Insights from the research findings

Gen Z actively and regularly engages with social media: With Snapchat, Instagram and other platforms used with a higher frequency, Best Buy must speak to a younger audience through social media. As a technology retailer, it is especially important to recognize where Gen Z gets its information and place marketing communications accordingly.

Best Buy remains top-of-mind among technology retailers, but can do more to relate to Gen Z: In order to better connect with Gen Z consumers, we recommend Best Buy make a number of changes based on the expectations of consumers in the target audience. These include anything from student deals to modernized store layouts and value-based advertising.

Promoting sustainability efforts can set Best Buy apart from competitors: Although Best Buy is a leader among all companies in sustainability, boasting a number of efforts including a comprehensive e-recycling program, this has not been promoted to consumers. Gen Z is an especially socially-conscious demographic, with 77.1% of respondents saying environmental issues are a cause they feel passionate about. Creating marketing communications centered around promoting Best Buy’s exceptional sustainability record could differentiate the brand from competitors.

S.W.O.T. Analysis of Best Buy

STRENGTHS	WEAKNESSES
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<ul style="list-style-type: none"> - Best Buy's practices already align with Gen Z's values of environmental sustainability - Gen Z's are already shopping at Best Buy for technology and appliances - No competitors have a comprehensive technology recycling programs like Best Buy does 	<ul style="list-style-type: none"> - Low brand loyalty despite having Gen Z foot traffic - Low awareness of Best Buy's values and mission as a company - Gen Z's view Best Buy as a store for their parents, older people, and Boomers rather than for their age group
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Increased social media presence to appeal to Gen Z's technology usage - Opportunity to modernize and update brick and mortar storefronts - Partnering with an influencer has the potential to increase relatability - Capitalizing on student deals/coupons for back-to-school 	<ul style="list-style-type: none"> - The convenience factor of Amazon and other online competitors - Other brick and mortar competitors have much more updated, hip layouts that better appeal to Gen Z's - Gen Z students' lack of transportation/cars can make online shopping their only option

Target Market Profile

After comparing research on the Gen Z audience and Best Buy's background, CreaTech found that the target audience profile mirrors the psychographic and demographic categories identified in the Situation Analysis (secondary research). In

this section, we will explain how these categories overlap with the Best Buy brand and why they are a good fit for Best Buy's target market.

Demographics

Through secondary research, surveys and small focus groups, CreaTech has found the following demographics to be the perfect fit for this campaign.

Overview:

- Age: 17-24 years old
- All Genders
- Education: College-bound and currently college-educated Gen Z's.

Age

The Generation Z audience has been a difficult reach for Best Buy. We aim to conquer it with this campaign. Gen Z is an important consumer group that Best Buy is looking for. To back up our ideas, here are a few statistics we have found about Gen Z.

- Shopping at Best Buy in the last three months has been minimal by customers ages 18 to 24.
- The Generation Z audience currently perceives Best Buy to be a place for their parents and not a place that they were thinking about going to because of this. The campaign will need to approach this by showing Gen Z that it is a store meant for them.
- There is a large increase of technology sales for the Gen Z audience in the months leading up to school. This will be a perfect opportunity to reach out to this target audience and drive sales through this. Social media and influencer marketing will go hand in hand with this.

Gender

All genders will be a great opportunity to reach for this campaign. There will be no gender-specific targeting throughout this campaign as we did not find significant differences in buying behavior among college students or college-bound Gen Z-ers.

Education

Through this campaign, we will be reaching those who have an education level of college-bound and currently college-educated Gen Z's. This audience will be the people who will make back-to-school tech purchases.

- A particularly high amount of full-time college students have reported shopping at Best Buy over the past 3 months.
- College bound and current college educated Gen Z's will need electronics for classes and Best Buy can provide that for them.

Psychographics

Psychographic Overview:

We will target the psychographic groups previously explained in the Situation Analysis. In this section, we will explain why these psychographics make sense for Best Buy specifically.

- Issue and Value Driven
- Tech Savvy
- Social Media Connoisseurs
- Idolizers

Issue and Value Driven

We are targeting this psychographic because Best Buy's values reflect the values of these consumers, and the company's existing programs have the potential to build trust with this audience. Issue and value driven audiences care deeply about social, political, and environmental issues and believe that brands should be ethically responsible. Best Buy's recognition for its work in sustainability and social issues presents an opportunity to find common ground with this psychographic.

Tech Savvy

Best Buy needs to appeal to all tech savvy consumers since it is a technology based company. Tech Savvy consumers are up-to-date on the latest electronics and value the hottest, newest upgrades to their devices. Technology is a way for Gen Z to stay connected with their friends and family and to stay on top of trends, and Best Buy can fulfill this need.

Social Media Connoisseurs

Social Media Connoisseurs are a key target for Best Buy because they are easily reachable via digital marketing and rely on technology products to stay in touch. This group lives and breathes on mobile devices and uses various social media platforms to engage with friends, influencers, and brands. Most importantly, social media influences this group's purchasing decisions. Social media is constantly changing and very prominent in this audience, so it is essential that Best Buy takes advantage of the market that already exists on these platforms.

Idolizers

Targeting Idolizers makes sense for Best Buy because this group often finds out about products and brands through influencers. Idolizers find trust in those influencers and later take their opinions into consideration with purchasing decisions. They put a lot of trust in the opinions of others in general and look to peers and social media figures when making decisions. This presents Best Buy with an opportunity to position itself as relevant among Idolizers using influencers.

Demographic and Psychographic Picture Collage

Below is a visualization of our demographic and psychographic recommendations. We are aiming to emphasize topics such as technology, social issues, online shopping, and the target market's constant internet use.



Persona #1: Alison Jones

Alison Jones is an **18 year old** recent high school graduate attending *college* at the University of Wisconsin - Madison in the fall.



Alison is obsessed with her **phone** and is never seen without it. She is up to date with all the latest **technology and social media platforms**. Alison spends her free time watching TikToks, **YouTube videos**, and scrolling through Instagram to find entertaining content and keep up to date with **current events and issues**. She lays in bed at night watching her favorite vloggers and **influencers** on YouTube and IGTV because she loves to keep up to date with their lives.

She prefers **online shopping** because she finds it to be the most convenient and trustworthy — Amazon is her best friend because of this. She spends a lot of time with her 4 closest friends and **their opinions** of her purchases really matter to her. She is always looking for the next hot tech item for school and is ready to purchase from a company with her **shared values**.

Persona #2: Jackson Adams



Jackson Adams is a **21-year-old** senior at the University of Minnesota-Twin Cities studying political science and is graduating in May with a full-time job as a campaign assistant for a local senator.

As a political science major, social causes and advocacy are important to Jackson, and he gets involved whenever he can on the weekends. Every morning he reads online news, and he vocalizes his opinions on his Twitter and Instagram accounts. Overall, he finds that he can most authentically express himself online and find connections with likeminded people.

Jackson spends his down time playing **video games** with his roommates, and usually finds new games from watching game reviews from **trusted gaming YouTubers and streamers**. He tries to stay up-to-date on the latest gaming consoles and **upgrades his technology** whenever possible, ordering his products through **online shopping**. He is always looking for new companies to support that aligns with his **values** and will provide him with products he needs for post-grad life!

Day in the Life

Alison Jones' Daily Schedule During *School*

- **8am:** Wake up and sit on iPhone 8 for 15 minutes. Check all social media platforms.
- **8:15am:** Get ready for 9:15 class on campus
- **9am:** Out the door to make it to class on time with a bagel in hand. Computer in backpack and phone in hand.
- **9:15-10:30am:** Class with notes on Google Drive on computer.
- **10:30-11am:** Sit on the phone or catch up on some of her favorite lifestyle YouTuber's videos on campus until class. Check all social media platforms.
- **11am-12:30pm:** Class with notes on Google Drive on Computer then walk home.
- **12:45pm:** Arrive at home and have lunch. Alexa is playing music in the background while cooking.
- **1:30pm:** Work on homework on computer while listening to coffeehouse music on the Alexa in the background. Throughout this time, Alison frequently checks her phone.
- **6pm:** Cook and eat dinner while Alexa plays music in the background. Roommates are home and in the kitchen during this time. Everyone is talking about all current events and what they may have seen on social media/the news throughout the day.
- **7pm:** Alison and her roommates watch The Bachelor and relax.
- **9pm:** Catch up on some more homework on her computer.
- **11pm:** Daily skin care routine before bed.

- **11:15pm:** Alison lays in bed watching Netflix and falls asleep.

Jackson Adam's Daily Schedule During the *Summer*

- **6:30am:** Wake up and sit on his iPhone 10 to catch up on all social media pages and any new news.
- **6:45am:** Get ready for the day while the Google Home plays music in the background.
- **7am:** Grab a fruit to go and take his 30 minute drive to work as a Campaign Assistant for his local senator. He receives a lot of his news on his drive to work from the radio stations.
- **7:30am:** Start the work day by researching current campaign events that may have happened the day before or over night.
- **9am:** Spend most of his day on his desktop computer provided by his work.
- **12:30pm:** A quick 30 minute lunch where he sits on his phone scrolling through his social media pages.
- **1pm:** Work at desk using his phone, desktop and laptop computer.
- **4:30pm:** Head home and listen to music on Spotify through his car's bluetooth connection.
- **5:30pm:** Make dinner while listening to a podcast via his Google Home.
- **7pm:** Relax on the couch while playing Call of Duty with his roommates.
- **9:15pm:** Get ready for bed and head off to bed.
- **9:30pm:** Lay in bed watching his favorite Netflix series, Ozark on his laptop.

Marketing Communication Strategy

Overview

After completing research on our target audience and gaining a stronger understanding of Best Buy's current values and culture as a company, we have developed a marketing communication strategy that serves as a blueprint for our back-to-school campaign.

Creative brief

What is the opportunity/problem we are trying to address/solve?

- Increase Gen Z traffic into Best Buy stores and establish stronger brand loyalty
- Shift Gen Z's mindset to view Best Buy as a company for them, not just their parents
- Collaborate with social media influencers to create meaningful content and merchandise for Best Buy's back-to-school campaign.
- Set the bar for technology retailers to participate in socio-environmental issues and make it known that Best Buy is at the forefront of this cause

Why are we communicating?

- Best Buy currently has no consistent reach to Gen Z consumers.
- No other technology store on the market provides comprehensive expertise on technology on the scale as Best Buy does.
- Gen Z consumers want attractive, exciting ideas from in-person companies, especially if they're taking the time to visit brick & mortar stores
- Gen Z looks to influencers for everything from entertainment to inspiration and advice
- No other technology company retailer has adopted as strong socio-environmental causes

Who are we trying to reach?

- We are committed to reaching Gen Z audiences ages **17 to 24** years old of all gender identities. We are trying to reach a target audience that is college bound or has completed some high school or college education. The audience is composed of **value-driven** consumers that are **tech savvy** social media connoisseurs. They are individuals who look to **influencers** and peers as role models for decision making.

What does the target audience currently think?

- The target audience currently believes that Best Buy is **outdated** and detached from who they are and what they care about as a generation. They view Best Buy as a store for their parents or **“old people,”** and they enjoy the convenience factor that online shopping provides them. Some believe that Best Buy is too expensive to fit their college budgets, and many wish that companies would be more considerate of their carbon footprints and adopt more eco-friendly practices.

What is the **single-minded proposition** this communication should convey?

“Best Buy: Supporting our future through technology and sustainability.”

What do we want the target audience to think after seeing this communication?

We want our target audience to understand that Best Buy is a company that supports, empowers, and understands **who** they are and **what** they care about as consumers. We want them to understand the practices of sustainability that Best Buy currently has in place that supports their commitment to social causes.

“Best Buy is affordable, cool, and marketed towards me. It supports my values of environmental wellness and sustainability.”

What claims can we make to support the message?

- Best Buy is already doing an incredible job in supporting environmental sustainability. Best Buy is committed to becoming carbon neutral by 2050 and was ranked the #1 most sustainable company by Barron in 2019. Overall, Best Buy has the most comprehensive e-waste recycling program of all United States technology retailers. It's only a matter of making this known to everyone in our target audience.

What is the desired brand voice (tone of the communication)?

- As a whole, we want Best Buy's voice to be approachable and relatable to Gen Z audiences. We want the messaging to exclude any tech jargon or formal language, and instead use language that our target audience would be comfortable using with an excited and friendly voice. The desired voice also includes elements of being outspoken and vocal because we want to position Best Buy as an expert and trailblazer in the realm of electronic sustainability.
- Overall, we want to position Best Buy as...
 - Friendly
 - Approachable
 - Energetic
 - Relatable
 - Passionate
 - Empowering
 - Outspoken

What are the deliverables (what communication platforms need to be developed)?

- The communication platforms that need to be developed the most are Best Buy's social media platforms—primarily YouTube, Twitter, Instagram, and Snapchat. On top of that, we will be using influencers to create their own content with Best Buy on YouTube and Instagram. We will provide concrete examples of this in the tactics/creative ideas section. With that being said, communication platforms between the influencers need to be established and hold a strong communication between them for these campaigns to run smoothly.

Any mandatory elements that need to be in the communication pieces?

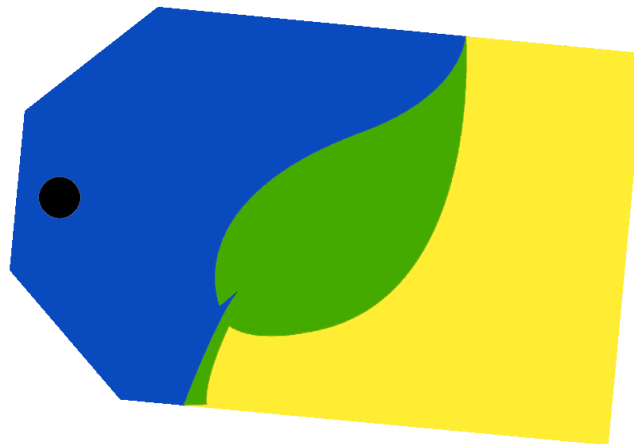
- Language that relates to Best Buy's eco-conscious practices:
sustainability, eco-friendly, green
- The addition of a new Best Buy logo with a sustainable twist that will be revealed in the campaign concept section
- Adherence to a cohesive color scheme of Best Buy's classic colors with the integration of shades of green and plants

Campaign concept

Sustainability: CreaTech believes that the key to our campaign concept begins with Best Buy taking ownership of its environmental efforts. Best Buy should be at the forefront of advocating for a more sustainable future in the technology world because it already possesses the credibility to do so. In this campaign, we want the target audience to know that Best Buy is here to empower them to make technology decisions that positively impact their lives both today and in the future, so that every purchase feels like their Best Buy.

Tagline: **“Make it Your Best Buy”**

New Logo Design:



To accompany the campaign, we developed a logo to visually represent Best Buy's sustainability campaign. This versatile symbol can accompany the company woodmark and appear on a variety of promotional material. It maintains Best Buy's distinctive tag logo and color scheme while also incorporating a green leaf for environmental sustainability, a core value of the company. Inspiration began with the simple observation that Best Buy's colors, blue and yellow, make green when mixed

together. This theme of coming together is present throughout the campaign, as the brand provides value to Gen Z, giving them the technology they need while matching their passion for sustainability.

Video

Why make a short film?

We plan to create a short video to showcase Best Buy's position as a part of the solution to the harmful impact of e-waste. Because the majority of consumers understand technology to be particularly harmful, it is especially important that technology manufacturers and retailers get in front of the problem and adopt a **proactive approach** to this issue. Best Buy is already committed to sustainable practices and has been recognized nationally and globally for its efforts in protecting and improving the environment. The company boasts **robust sustainability programs** that already address this issue, but many consumers are not aware of these programs. This **lack of awareness** presents Best Buy with an **opportunity to improve** in two ways: (1) in bettering its reputation in the eyes of its Gen Z audience, of which an overwhelming majority cite sustainability as an issue they care about, and (2) in expanding the positive impact Best Buy can create by recruiting more participants to its sustainability programs.

Summary - (maybe create into timeline/some easier-to-understand list vs paragraph form in final project book)

The film will begin with a darker tone, explaining the current situation and the danger that will follow if we refuse to acknowledge and reverse the damage caused by pollution. It will emphasize the impact of technology waste in particular, which is challenging to recycle because devices are often hard to disassemble and may be

made with toxic materials. It is essential that we tie these facts to the viewer's personal life and highlight the impact this has on everyone. This should be emotional.

Best Buy then enters as the solution as we introduce the programs Best Buy already runs. The video takes a hopeful turn at this point and the tone becomes lighter. We explain Best Buy's single minded proposition (Best Buy: supporting our future through technology and sustainability) by uniting on- and off-screen time. Finally, the new Best Buy logo and tagline come together at the end to form a clear call to action: "Make it your Best Buy."

BEST BUY FOR A BETTER PLANET

The latest EPA report says the average American produces 4.51 pounds of trash per day.

Electronic waste is particularly harmful because it is not easily recyclable.

This affects all of us. This is our future.

That's why Best Buy recycles your home electronics for free.*

So that your off-screen time is as rewarding as your on-screen time.

Make it your Best Buy.

Social Media

Throughout the campaign, CreaTech wants to use the social media platforms that we found Generation Z uses the most. These platforms are **Snapchat, Instagram,** and **Twitter**. Through survey results and research, we have found these platforms to be highly used by the target audience and can therefore be beneficial points of contact for Best Buy to reach this target audience.

The following are a few ideas and creative mock-ups that CreaTech has made for Best Buy to use on social media at various points throughout the duration of our Back-to-School campaign.

#WhyBestBuy Contest

Contest Outline: In this contest idea, we plan to use the hashtag #WhyBestBuy as a means of learning more about why our customers choose Best Buy. In the contest, users can repost the image to the right on their **Twitter or Instagram pages** and write a short caption about why they support Best Buy's sustainability and environmental tactics. Reposting the graphic with this hashtag would enter them in a drawing to win a Best Buy product bundle.



Best Buy can also use a variation of the graphic (on the left) in which they can edit in impactful quotes from their contestants and repost it on their **owned social media** platforms.

Why a contest? Hosting a contest with a unified social media hashtag is an excellent way to encourage Generation Z to interact with Best Buy's products and social media platforms. A contest giveaway will also give audiences an incentive to follow Best Buy's content and generate online buzz. From our research, we know that Gen Z's are socially conscious and cause-driven individuals, so allowing them to have a platform to discuss why they care about Best Buy's sustainable efforts for a chance to be reposted on Best Buys social media directly aligns with their values. Furthermore, a unified hashtag will allow others to find out more about Best Buy's sustainability efforts and **drive earned media** through reposting the contest graphics.

Sponsored 6 Second Video

We created a 6-second video to place between Snapchat and Instagram stories as a promotion of Best Buy's sustainability efforts. Since Snapchat and Instagram were the highest used social media platforms among Generation Z, this is an opportunity for Best Buy to promote with an accessible call to action (swipe up).

The idea with this video is that even if the user jumps through the ad stories to get back to their own stories, they will still briefly see Best Buy's logo and the word sustainability along with the trees and hopefully then be top of mind and coordinate those images and words with Best Buy.

Video Outline: This will be a paid advertisement placed between Snapchat and Instagram stories of the target audience. It will start with the first image where the new sustainability logo will be animated and there will be a swipe up that leads to the Best Buy's website with a page dedicated to sustainability efforts and Back-to-School shopping.

After 3 seconds, it will jump to the second image where it will be promoting Back-to-School and the sustainability efforts that Best Buy has to offer. This image will also be animated to pull in attention. There will be a call to action (swipe up) for users on this page as well.



Why a 6 second video? Placing a video between stories on popular social media platforms such as Instagram and Snapchat is a simple yet effective way to reach our target audience. Generation Z is already using these platforms heavily, so this is an opportunity to meet consumers where they're at. This type of messaging is also easily measurable by clicks (swipes in this case) and the length of time users viewed the ad.

Snapchat Filter

A Snapchat filter is an interactive way to engage with the target audience, which uses Snapchat frequently. This format is inexpensive to produce and great for events that Best Buy may hold in the future, but it's also relevant now. As explained in our research, Snapchat is heavily used by Generation Z and filters are a signature part of Snapchat's user experience. Not only will this be a visually appealing element to add to photos, it will also advertise Best Buy's sustainability efforts to an audience that may not be directly targeted (their friends). This is a promising platform to pull in more Gen Z's to Best Buy.

Sustainability Filter

With a large emphasis on Best Buy's sustainability efforts, the filter can also include the push for **going green**. This can be an opportunity for users to show off how they are going green in the picture and then posting it on their stories.

- **When?** This filter will be a good choice for the duration of the campaign because it promotes the core campaign concept.
-
- Earth Day (April 22nd)
-

Back-to-School Filter

One filter will promote Best Buy's back-to-school deals. This will serve as a reminder for Generation Z to consider Best Buy when shopping for tech for school.

- **When?** This option will be great for the end of summer and before school start dates.

Below are two mock-ups that we believe will be a great addition to this campaign.



Influencer Marketing

Why influencer marketing? As a whole, influencer culture plays a large role in the lives of Generation Z. From our secondary research, we learned about the importance that influencers and peers have on impacting Gen Z's purchasing behavior. We have found that Gen Z's follow a lot of what their favorite influencers do and take it into a lot of consideration when purchasing. Furthermore, many of our primary research respondents watch YouTube and are constantly on their own social media platforms.

Merchandise partnership

A merchandise partnership with [pela](#) would give influencers freedom to design a pela



phone case as part of a limited edition line sold exclusively at Best Buy. Pela phone cases are biodegradable and made entirely of compostable materials. This is a natural partnership for Pela and Best Buy as two companies uniting technology and sustainability. Our lifestyle influencer (e.g. Maddie Ziegler as shown in the mockup) would serve as the link between the brands and add additional promotional value.

Youtube Collaborations:

Our research suggests that YouTube videos from their favorite influencers are likely to be effective in reaching Gen Z audiences. This is due to the sheer number of individuals who reported watching and enjoying content from YouTube, and the ways in which Gen Z looks up to influencers for purchasing decisions. We wanted to make sure that we reached multiple types of Gen Z audiences and found that using different types of influencers was a way to broaden the audiences. To start, we chose both a **comedy and lifestyle influencer** to reach multiple Gen Z audiences. Both types of influencer will create a video that aligns with their style of content. Each video will also feature a **Best Buy product bundle giveaway** to a few special fans.

Comedy Influencer: “Becoming a Blue Shirt For a Day”

Video Outline: In this collaboration, Best Buy would partner with a YouTube comedian to create a **vlog-style YouTube video** sponsored by Best Buy. In the video, the influencer would follow around a real-life Best Buy employee and learn about what it’s like to work for the organization. The influencer would vlog their day at Best Buy while using camera equipment from the store. The vlogger would **wear the infamous Best Buy blue shirt**, ask the employee questions about why they work for the company, and even try to ring up customers and help with their questions. At the end of the video, the influencer will be giving away the camera they were filming the video with, along with the Best Buy employee’s favorite product from the store.

Video Tone: Since this concept would involve a comedic personality, we would like the video to come across as **relatable, energetic, and humorous**. Due to the outgoing nature of comedians, we would hope to see the forming of a friendship between the Best Buy employee and influencer, and create a fun banter throughout the video.

When? We propose releasing this video in mid-June when the campaign is starting to get the Generation Z audience excited about Best Buy.

Potential Influencer Collaborations: There are a multitude of comedic social media influencers that would be excellent partners for Best Buy’s campaign, but after learning more about our target audience’s favorite influencers through our primary research, we propose our top three recommendations that would align well with this video concept.



Elle Mills

1.5 Million YouTube Subscribers

Elle is a great fit for this campaign due to her age, 21, fitting our target Gen Z audience. She also has a charming and relatable persona, often creating content that involves large-scale projects and challenges that would align with this video concept.

David Dobrik

16.7 Million YouTube Subscribers

David Dobrik is widely popular amongst Gen Z audiences from our primary research and is a great fit for this video due to his film style already being primarily vlogs with his “vlog squad” friends.



Cody Ko

4.5 Million YouTube Subscribers

Cody Ko has a strong reach with Gen Z audiences from our primary research study. He creates content that often relies on parody and sarcasm, and would be a fun personality to see bantering with a Best Buy employee.



Youtube Thumbnail Mockup:



Lifestyle Influencer: “Get Ready With Me: College Edition”

Video Outline: In this collaboration, we are hoping to bring forth the Back-to-School aspect of the campaign. The video will pair with a lifestyle influencer who is 17-18 years old and about to attend university in the fall. This video will primarily be an influencer vlogging about how they are currently packing for college and the items they are bringing to school. It is already expected that these influencers will be doing such videos as it is a part of their “image” and hundreds of videos like this are posted each year.

This video will introduce a Best Buy partnership with the influencer about ¼ of the way through the video. The influencer will discuss how Best Buy has helped them get ready for college by providing technology resources and products such as a laptop to take notes, mini-fridge for the dorm, and a polaroid camera to capture all the freshman year memories. The influencer will announce a Best Buy Product Giveaway for her fans to get similar items to what she got. The video will continue following the influencer around packing and shopping for college and discussing everything that she will be bringing. The video will conclude with the influencer mentioning the product giveaway again.

Video Tone: We want this video to closely align with the influencer’s other videos. This will be similar to a sit down and vlog style video. The **energy** will be a large focus since we understand that this is a very **exciting** time for the influencer and anyone seeking advice by watching the video. The video will be **informative** as it will discuss the sustainability efforts and products that you can buy from Best Buy for college. Lastly, we want to keep the video **relatable** for all the Gen Z consumers.

When? August before school starts and when back-to-school shopping is happening.

Potential Influencer Collaborations: We wanted to find lifestyle influencers that were between the ages of 17-18 so that they will be attending university in the fall and

would be perfect for the back-to-school time.

These girls love to document their lives in vlogs and sit down videos along with posts on all social media platforms. Hannah Meloche and Ellie Thumann have announced that they will be attending public colleges in the fall. Maddie Ziegler is at the age to attend college in the fall but has yet to announce. Hannah Meloche took a gap year and is now pursuing college for the fall. The following potential influencers all have a significant following within the Gen Z consumers according to our research and survey.



Hannah Meloche

1.91 Million YouTube Subscribers

Hannah Meloche is widely known among female Gen Z consumers. Not only does she have a main channel where she produces sit down video content and shadows careers during her gap year, she also has a successful vlog channel (1.15 million subscribers). She is very relatable to our target audience.

Ellie Thumann

1.98 Million YouTube Subscribers



Ellie Thumann is also widely known among women Gen Z consumers due to her vlog style and sit down content. She likes to vlog her vacations, film day in her life videos, fun videos with YouTube friends and many lifestyle type videos.



Maddie Ziegler

3.6 Million YouTuber Subscribers

Maddie is highly known for her strong appearance on Dance Moms when she was younger and also known as “little” SIA in her music videos. While she is highly requested for her dancing, she has picked up a large presence on social media and posts YouTube videos often. Gen Z Consumers grew up with her on Dance Moms and continue to follow her.

[PR Package](#)

Package Outline: For this PR Package, we see a wonderful opportunity to create buzz and hype surrounding Best Buy's sustainable efforts by sending a sustainability focused back-to-school bundle to a variety of social media influencers that align with our Gen Z audience. This gives Best Buy an opportunity to receive earned media if influencers choose to discuss the package on their social media platforms. Each PR package will be catered to the type of influencer it is sent to (ex. different package between lifestyle gurus, gamers, comedians, etc.). We have put together an example for one of these packages.

When?

What's Inside?

- A bundle of back-to-school electronic essentials to equip influencers with some of Best Buy's top technology products, including headphones, phone cases, laptops, laptop cases, video games, and more!



-A plant pot with a pack of seeds for a DIY plant project to tie in the sustainability focus. Influencers can then decorate/paint the pots to their liking.



A curated note with Best Buy's new tagline to create excitement and a laptop sticker and bumper sticker of Best Buy's eco-conscious logo.



Email

Back to school sustainability:



SHOP SUSTAINABLE

This year, **go green** for back to school. Check out our line of [ENERGY STAR Certified Products](#) to help you make this year successful and sustainable.

Top ENERGY STAR Picks



HP - 15.6" Touch-Screen Laptop - Intel Core i5 - 12GB Memory - 256GB SSD + 16GB Optane - Natural Silver, Ash Silver Keyboard — \$629.99



Samsung - Galaxy Tab A (2019) - 10.1" - 32GB - Black — \$229.99

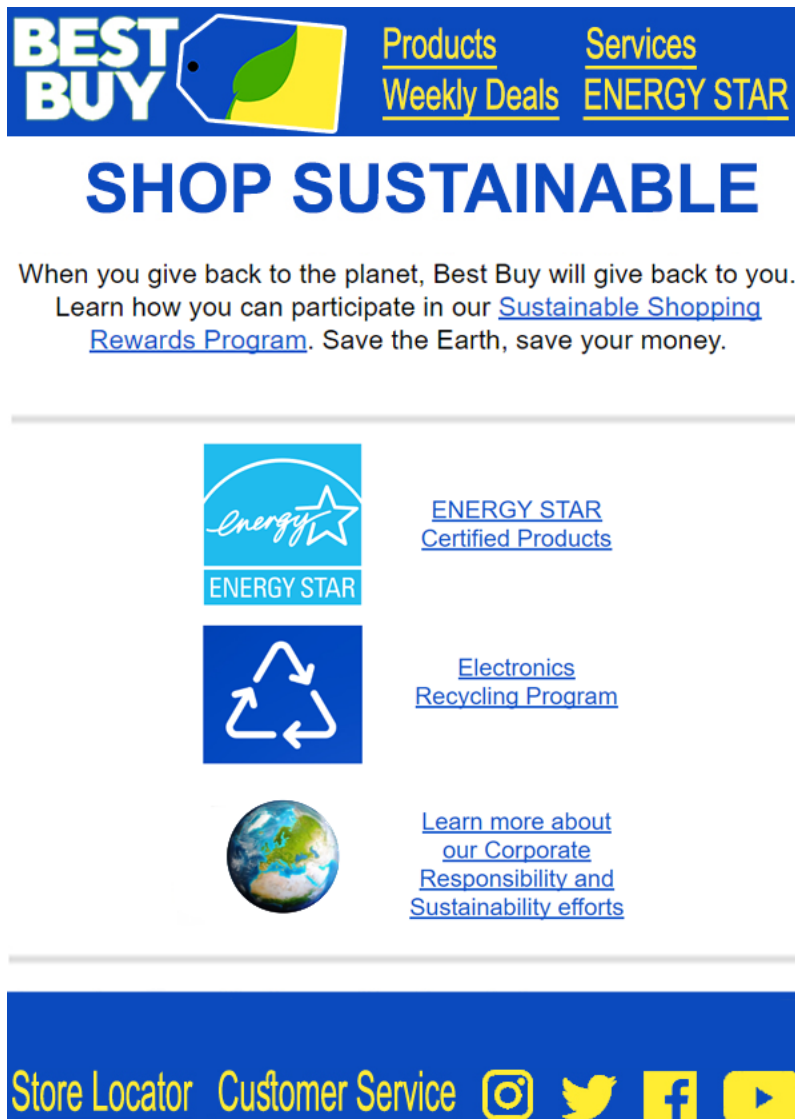


HP - OfficeJet Pro 8035 Wireless All-In-One Printer with 8 Months of Instant Ink Included - Basalt/White — \$129.99



Marketing communications through email would focus on connecting directly with specific audiences. As a result, Best Buy can demonstrate how its selection of quality products can provide value to the lives of consumers. In this example, the email directly addresses the needs of individuals in the campaign's target audience, offering products they may need for back to school. Items such as laptops, tablets and printers from Best Buy's selection of ENERGY STAR certified products are featured, creating an association between sustainable products and technology needed for high school and college students.

Sustainable Rewards Program:



The banner features the Best Buy logo on the left, followed by a navigation menu with links for [Products](#), [Weekly Deals](#), [Services](#), and [ENERGY STAR](#). Below this is the main heading **SHOP SUSTAINABLE**. The central text reads: "When you give back to the planet, Best Buy will give back to you. Learn how you can participate in our [Sustainable Shopping Rewards Program](#). Save the Earth, save your money." Below this text are three icons with corresponding links: an ENERGY STAR logo with a link to [ENERGY STAR Certified Products](#), a recycling symbol with a link to [Electronics Recycling Program](#), and a globe icon with a link to [Learn more about our Corporate Responsibility and Sustainability efforts](#). At the bottom, there is a footer with links for [Store Locator](#), [Customer Service](#), and social media icons for Instagram, Twitter, Facebook, and YouTube.

This promotion raises awareness of ways Best Buy can expand upon its existing rewards program. This email expands upon common existing reward program models. This promotion directly connects with Best Buy's sustainability efforts, incentivising consumers to purchase more sustainable ENERGY STAR products. Furthermore, it presents consumers with information regarding the company's electronic recycling program and corporate responsibility and sustainability efforts.

Brick and Mortar Stores

Why brick and mortar stores? One major insight from our primary research is that Gen Z wants modern storefronts. Out of the 157 respondents to our Gen Z-focused survey, less than half of them included Best Buy as a primary retailer for technology/appliances. Of those who did include Best Buy, nearly half of said respondents indicated that they had not visited a store for more than 8 months. With new technology devices and accessories being developed and made available to our target audience at the demand of the digital-driven social and academic landscape today, primary consumers of such technology should be expected to visit stores and make purchases on these items much more frequently than 8 months or more at a time.

Best Buy has also expressed a need to increase retail foot traffic to Best Buy store locations and directly increase Best Buy sales among Gen Z consumers. CreaTech determined that the development of brick and mortar store locations is not only a straightforward answer to merely achieving the objectives, but also a unique opportunity to reap the additional benefits of executing the process in such a way that aligns with our target audience's confirmed values of "more engaging store layouts," environmental awareness, and "more visual marketing towards younger consumers" (CreaTech, 2020).

The development of updated storefronts as a whole is an idea that must be developed strategically and developed well so as to align the development stages within what is feasible for renovation and construction efforts. However, the following ideas represent what would be the initiating steps that serve to effectively debut Best Buy’s broader renovation effort to the public which would appropriately be commenced throughout the Twin Cities area—in Best Buy’s founding state of Minnesota.

Updated Brick and Mortar Store: Visual Inspiration

As provided by the respondents to CreaTech’s Consumer Survey, Gen Z feels they need a reason to go and “actually look around” at products, as they feel that the current storefronts “feel stuffy and old.” In comparing the negative comments about Best Buy’s physical brick and mortar store with the positive comments about those of our competitors’ storefronts, we developed a few boards of visual inspiration to represent more of what Gen Z wants to see in their ideal brick and mortar technology store experience.



Based on our holistic assessment, we feel that Best Buy’s best opportunity is to embrace a showroom-meets-modern office style that features a great deal of natural light, bright and playful colors, natural and environmentally-considerate elements,

and singular products available to interact with so as to simulate an at-home experience.

Within the physical revamp of storefronts also lies the opportunity to differentiate Best Buy in the technology retailer marketplace, as no other major competitor has successfully adopted nor exercised sustainability as a primary company value or theme to physical storefronts. Another opportunity is for Best Buy to spearhead the renewed novelty of in-store experiences, as online shopping has rapidly gained popularity with Gen Z in recent years. Lastly, many survey-takers expressed that accessibility to Best Buy stores has prevented them from shopping at Best Buy, as Best Buy store locations were often described as sparse or unavailable to survey respondents' primary residences. Best Buy could utilize the momentum of renovating existing stores to inspire the construction and opening of new stores, therefore, closing the gap between apparent physical distance barriers and many Gen Z consumers.

Updated Brick and Mortar Store: In-Person Events

In addition to the renovation of Best Buy's brick and mortar stores, the momentum gained through the novelty of Best Buy's admirable rebranding effort would be effective in bolstering the success of the right in-person events. In the spirit of back-to-school, Best Buy can easily collaborate with our established network of influencers to dream up store launch parties, influencer meet-ups, in-store mystery sales or product promotions, technology workshops, and much more.

The opportunities in running in-person events with our network of influencers affords Best Buy the ability to gather more primary research to constantly fine-tune the broader campaign effort, to generate earned media, and gather content as owned media to use in supplemental deliverables and tactics elsewhere in the campaign, thereby reducing the cost and resources to fund separate productions of original content.

The example of a revamped-store launch party can illustrate how all previously-mentioned opportunities could be obtained in one, fell swoop. Gen Z

consumer anticipation could be built by cluing in a select-influencer(s). The selected influencer would proceed to deliver an announcement about a “mystery event” with a “mystery store” (Best Buy) through their predominant social media channels and content. An example would be opening a YouTube vlog with, “Hey, guys! So, I have some exciting news. I’m working with a huge company right now to organize a mystery store launch party, and you are invited...”. The influencer(s) would then be instructed to follow the verbal invitation with enough event details to properly execute the launch party. The viewers would then be redirected to RSVP to an anonymously-run survey or RSVP platform in order to gather an idea of how many people will be attending. The event itself would be broadcasted to the influencer(s) social media channels, be it YouTube or IGTV. The broadcast and live events would then be used as an opportunity to conduct further primary consumer research through survey media, interviews, and online viewership’s interactions with the live broadcast. Original coverage of the event would ideally be utilized as owned media throughout the broader updated-store rollout in the form of other in-person events, television commercials, internet advertisements, blog posts, and more. As a byproduct of the event, Best Buy would also generate earned media through the content shared by event attendees, content uploaded by online viewership, local and national news organizations, so on and so forth.

These types of tactics would allow Best Buy to reach the stated objectives of increasing brand awareness through word-of-mouth and influencers’ devoted viewership and participation on social media, driving retail foot traffic to brick and mortar stores by using updated storefronts as the main event, increasing net sales by way of consumers’ direct interaction with products at in-store events, and developing a proprietary marketing communications strategy by the ongoing collection of Gen Z consumer research throughout the duration of the wider in-store event campaign.

Brand Contact Strategies and Plan

Business Goals: Objectives and Strategies

1. Increase brand awareness of Best Buy by +10% vs. YA by 9/30/20 among Gen Z consumers.
 - a. Strategy:
 - i. Through research, we have found that Gen Z's are very active on certain social media sites, thus strategically placing our social media posts across platforms that Gen Z consumers heavily rely on (ex. Snapchat, instagram, twitter) will drive greater brand awareness.
 - ii. We learned from our survey that Gen Z consumers are aware of Best Buy but choose to purchase online or at other stores because of various reasons. One major reason is that they believe that Best Buy is a place for their parents and that is something that this campaign will change through the use of young influencers and social media platforms that Gen Z consumers enjoy.

2. Drive retail foot traffic among Gen Z consumers to Best Buy store locations +10% vs. YA by 9/30/20.
 - a. Strategy:
 - i. Through this campaign, we will bring forth social media, influencers, videos, email marketing, and new modern store fronts which will all appeal to our Gen Z consumers. We believe that not only will this drive traffic among the Gen Z consumers but it will also allow these consumers to build loyalty with Best Buy.
 - ii. More specifically, we have conspired new modern storefronts to better suit Gen Z consumers. We have found that Gen Z's find Best Buy to be outdated and that drives them away from going to their physical storefront. We have strategically designed these storefronts to be modern, hip, simplistic, and special. By having only show items out for everyone to see, it will be less overwhelming for the consumer. Gen Z Consumers prefer to see modern storefronts, and these will allow them to feel like they are visiting a good company.
3. Increase BBY net sales among Gen Z consumers by +5% vs. YA by 9/30/20.
 - a. Strategy:
 - i. By increasing the number of Gen Z consumers and shoppers through plugging Best Buy in our various social media, influencer, and event tactics, we will be able to achieve the 5% increase of net sales.
 - ii. In-person events at the Brick and Mortar stores will be a great opportunity to drive traffic of net sales among Gen Z consumers because they will be able to physically experience the products that they wish to potentially buy and develop their consumer identity with Best Buy's mutual values of modernity, inclusivity, and sustainability.

4. Develop an ownable and proprietary marketing communications strategy.
 - a. Strategy:
 - i. After months of research, surveys, and small group interviews, CreaTech has found effective ways for Best Buy to reach their desirable audience, Generation Z. We have found that marketing through social media platforms, influencers, emails, and videos will be very effective when it comes to purchasing decisions. Overall, our marketing communications strategy is informed by both our knowledge of Gen Z and Best Buy's unique brand needs.

Budget Overview

The **\$1,000,000 budget** includes the placement of all marketing programs in the selected markets that we have previously mentioned. The marketing budget is for the period 7/1/2020 to 9/30/2020 within the Twin Cities to establish greater acceptance and penetration among Generation Z consumers.

Budget Allocation

Below you will find a budget breakdown to all the channels that we have used throughout the campaign.

It is vital to allocate the most towards video as we see it to be the most useful throughout this campaign. Social media and Influencer spending follow and go hand in hand with each other. We understand that influencer marketing can be very expensive but we believe it is very important to reach Generation Z. Email will be a cheaper way to reach current email list members. Lastly, we would love to see a start to renovations towards brick and mortar stores and the budget will allow that and beginning events to support it.

In the end, the budget of \$1,000,000 will be reached at the end of the campaign.

Channel	Breakdown	Budget
Video	Production and Advertisement	\$400,000
Social Media	6 second video campaign (\$3,000/month) Snapchat Filter/ F-Su (\$30 per day/ 81,000 sq ft) Product Giveaway per contest winner (4)	\$243,400
Email	Production Time to send out	\$10,000
Influencer	~\$20,000 per video (2) \$1,000 per PR package (2) Influencer Collab (phone case) \$15,000 per Instagram post (2)	\$202,000
Brick and Mortar Store Events	Renovation Advertisement for new store Store events	\$144,600
	Total:	\$1,000,000

Budget Flowchart

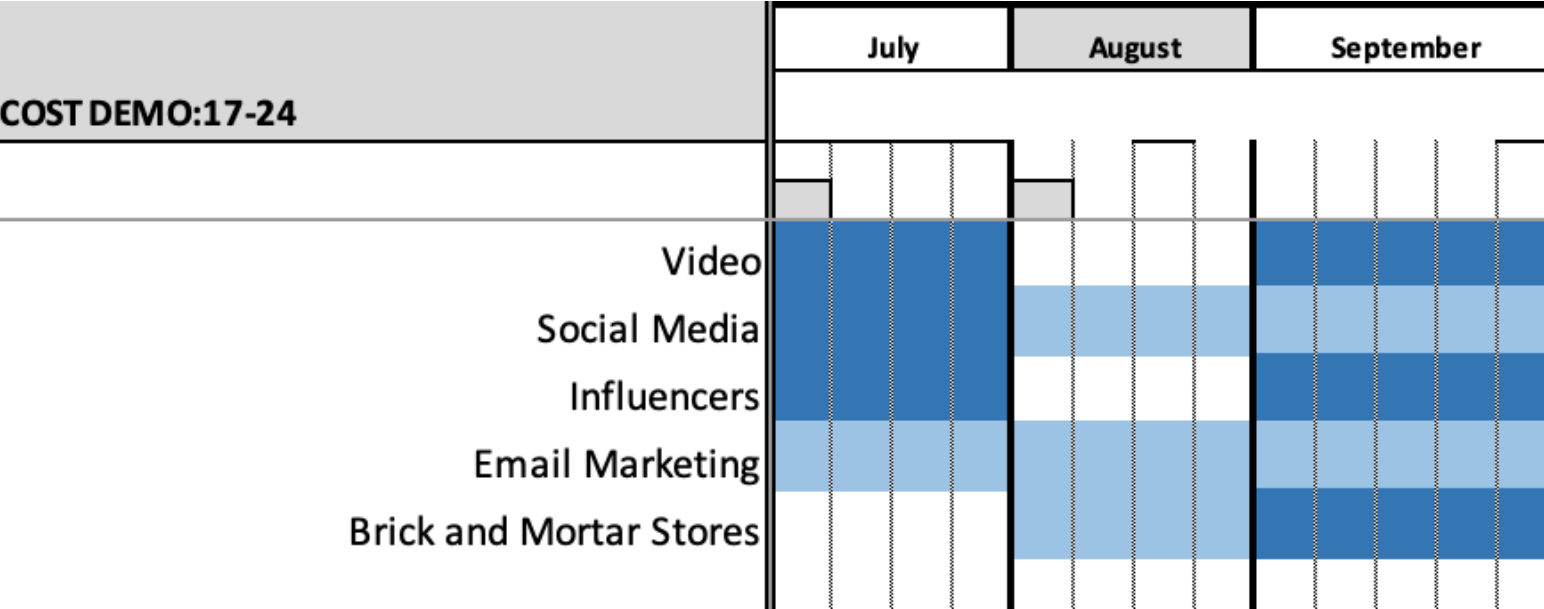
The flowchart will show more specifically what months we believe each channel's budget will excel at.

Here is a breakdown of what the two colors mean on the chart.

- Mid Blue = Average budget throughout the months
- Light Blue = Light budget throughout the given months

Best Buy Media Plan

2020



Brand Marketing Communication Plan

Evaluation and Measurement

Illustrate how the campaign will be measured and evaluated;

It is crucial to have evaluation and measurement tactics in place for each aspect of our integrated marketing communications plan. This will help us in understanding the effectiveness of our campaign in contributing to Best Buy's business goals.

Social Media Evaluation/Measurements:

- Hashtag contest: We will keep a close follow on the hashtag on Twitter and Instagram and keep track of the number of individual accounts who reposted #WhyIBestBuy and utilized the contest graphic. This will aid us in seeing how it helped in increasing the number of Gen Z individuals aware of Best Buy.
- Instagram/Snapchat ads and filters: We will use the analytics tools offered on Instagram to measure engagement and traction, as well as keep track of the site traffic stemming from the 'swipe up' link on the instagram video ads. We will track the number of individuals using the snapchat geofilter to gauge brand awareness.
- Youtube Short Film- We will utilize Youtube analytics to track the engagement on the video and its audience reach on Gen Z individuals to see its effectiveness in increasing brand awareness of Best Buy. We will measure the percentage of site traffic and website purchases that originally came from the Best Buy link provided in the description of the youtube video

Influencer Marketing Evaluation/Measurements:

- Influencer videos: We will measure the percentage of site traffic and website purchases that originally came from the Best Buy link provided by the influencer in the description of the video.
- Influencer merchandise: We will track number sales that each phone case entails to evaluate its effectiveness in increasing net sales with Gen Z's.
- PR Package: Place an influencer specific code within the package that the influencer can post on social media platforms for their followers to use. This code will allow a 10% discount on specific items within BB for the influencers following. This will allow Best Buy to accurately measure if influencers are posting about their package.
 - Ex: "Use the code 'mziegler' to receive a discount at Best Buy!"

Email Marketing Evaluation/Measurements:

- Email marketing: We will track the number of clicks and purchases from Best Buy's Energy Star line highlighted in the email.

In-Person Events Evaluation/Measurements:

- Modern storefront pop-up events: We will track both the foot traffic within the stores during such events and the number of sales that were made during the event to evaluate the event's effectiveness in increasing foot traffic and net sales.

Other ideas:

- **Post-purchase surveys:** Email surveys after individuals make an in-store purchase asking them how they were brought into the store.
- **Follow-up surveys:** Conduct an additional survey with the individuals from our primary research to gauge if they've made more purchases at Best Buy and/or if they've been seeing Best Buy's communication and influencer partnerships.

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Closing

Why CreaTech?

We are the right agency for this campaign and for Best Buy. As a small agency with a large focus on technology, we have the experience and expertise Best Buy needs to meet and exceed its business goals. This is not our first rodeo working on a campaign for a technology based company—CreaTech has over 15 years of experience in this dynamic industry. We have the history, knowledge, and experience to understand the intricacies of how to make this campaign stand out and perform to its greatest ability.

Our agency began with a mere 5 Midwesterners, young and hungry, with dreams of making brands come to life with creative communications. It is these beginnings that position us as the perfect partnership with Best Buy, as we heavily relate to Best Buy's story of beginning from humble roots. As fellow Minnesotans we believe that our values as an agency mirror that of Best Buy.

Choosing CreaTech means choosing a team that is...

- Passionate
- Experts in Technology Marketing
- Small yet mighty with Big Ideas
- Data driven
- Committed to authenticity
- Choosing to focus on relationship building first
- Aware that Best Buy's problem relates to meeting Gen Z somewhere in the middle when it comes to their relationship with technology

We hope that Best Buy is just as excited by our commitment to achieving their goals as we are, and we cannot wait to see what the future holds with this potential partnership. The possibilities are truly endless.

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Appendix